



Field
Update



April 25, 2011
Number: xxxx

Refreshed NLG portfolio to be launched May 23

Aviva remains committed to No-Lapse Guarantee products with LIFETIME guaranteed death benefits because of their importance to you and your customers. We are also committed to maintaining our competitive positioning in the NLG market.

On May 23, we will be launching updated versions of Advantage Builder with the No-Lapse Guarantee Rider and Guarantee UL Solution with its built-in NLG, in approved states.

Below is a list of changes you will notice with our refreshed NLG products:

Competitive Positioning

We have improved the competitiveness at \$1 million face in most lifetime pay scenarios as well as a majority of our single-pay cells, while maintaining current competitive positioning at most other face amounts.

Basic NLG Periods

Guarantee UL Solution: The product no longer has a five-year Basic NLG Period.

Advantage Builder: The product retains a Basic NLG Period only when sold without the NLG rider. Policies with the NLG Rider will not be subject to the Basic NLG Period. This reduces the risk of clients falling behind on their NLG payments if they paid only the minimum required premium for the Basic NLG period and receive little to no interest credits in the first five years.

With both NLG products, the premium required to keep the NLG provision in force will now be the same in ALL years of the contract for level pay and lifetime pay scenarios.

Premium Banding

Advantage Builder will now be banded at the following face amounts (only when the NLG Rider is attached):

- Band 1: \$100,000 to \$499,999
- Band 2: \$500,000 to \$999,999
- Band 3: \$1 million

Guarantee UL Solution will now be banded at the following face amounts (adults only):

- Band 1: \$50,000 to \$99,999
- Band 2: \$100,000 to \$499,999
- Band 3: \$500,000 to \$999,999
- Band 4: \$1 million+

Mortality Banding

Guarantee UL Solution will also be banded in determining certain policy charges such as Cost of Insurance charges and per 1,000 charges (adults only):

- Band 1: \$50,000 to \$99,999
- Band 2: \$100,000+

continued

Monthly policy charges

Increasing on both products from \$8 to \$12

Account Value Enhancement

To bring additional clarity to our product portfolio and the use of Advantage Builder for death benefit protection, including guaranteed coverage with the NLG rider, we are removing the account value enhancement on Advantage Builder. We suggest using Lifetime Builder for most cash accumulation sales.

Transition Guidelines

As states approve these products, we will discontinue the previous versions. Guidelines have been established and will be driven by the application signed date. This will allow you to know at the time the application is taken which product will apply.

The following transition guidelines apply only to states that have approved the new products as of the date of this announcement. Those states include:

Advantage Builder IV: Alabama, Arkansas, Arizona, Colorado, Connecticut, District of Columbia, Delaware, Florida, Georgia, Iowa, Illinois, Indiana, Kansas, Kentucky, Louisiana, Maine, Michigan, North Carolina, North Dakota, Nebraska, New Jersey, Ohio, Oklahoma, Oregon, Rhode Island, South Carolina, South Dakota, Tennessee, Utah, Wisconsin, West Virginia

Guarantee UL Solution III: Alaska, Alabama, Arkansas, Arizona, Colorado, District of Columbia, Delaware, Florida, Georgia, Iowa, Illinois, Indiana, Kansas, Louisiana, Maine, Michigan, Missouri, Mississippi, North Carolina, North Dakota, Nebraska, New Hampshire, New Jersey, New Mexico, Ohio, Oklahoma, Oregon, Rhode Island, South Carolina, South Dakota, Tennessee, Utah, Wisconsin, West Virginia.

In the above states, applicants can still receive Advantage Builder III and Guarantee UL Solution II if ALL the following conditions are met:

- The application is signed on or before May 22, 2011. This must be the full Part A application; trial applications cannot be used to meet this deadline.
- The application is received in the Home Office on or before June 10, 2011.
- The policy is issued on or before August 31, 2011.

Advantage Builder III and Guarantee UL Solution II applications signed after May 22, 2011, will receive the new version of the product. All applications received in the Home Office after June 10 or policies issued after August 31 will also receive the new product. There will be no exceptions.

In states not part of the initial launch, including New York, we will communicate a separate transition schedule upon approval of the products, using a similar timeline.

The timely completion of all outstanding requirements is extremely important and New Business teams will make every effort to ensure all applications eligible for the current product series are processed as soon as possible.

For all states, backdating to save age will be allowed within six months of the issue date, but no earlier than April 22, 2011. Keep in mind that the application signed date will determine which product is used. If the application is signed on or after May 23, 2011, the new products will be used even if backdating causes the policy effective date to occur prior to the date the new products take effect.

If you have questions, contact your Sales Director or call Distribution Services at (800) 801-1486, option 1, ext. 2396.